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TSSG/APSD/IEB-067/70
27 April 1970

MEMORANDUM FOR: Technical Advisor, APSD/TSSG/NPIC
THROUGH: Chief, Applied Photo Science Division, TSSG/NPIC
SUBJECT: Comments on Color Control Cell Proposals
REF: TSSG/APSD-043/70 dated 23 April 1970

1. In response to the referenced request, the two proposals were read but due to the time constraints imposed the data could not be compared and analyzed.

2. Comments:

a. The feasibility of a color control cell does not appear to be in question since proposals have been requested. However, such a cell would be invaluable not only for the analysis of color but for the analysis of products from all sensors.

b. Either company is capable of accomplishing the NPIC objectives as outlined. Using the proposals as a measurement of capability one would have to say that [] provides a more professional approach to the problem and not only points out some of the pitfalls that may be encountered but provides alternatives and solutions. Their previous experiences, that can be associated with the development of a cell, are enumerated on pages 44-55 of their proposal and the fact that they included these programs indicate they have a good grasp of the problems that can be expected.

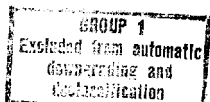
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c. APSD/IEB is in no position to determine if the price is appropriate.

d. Priority - Both companies indicate the same time frame for completion.

e. Time does not permit an analysis of the percentage of work effort devoted to each proposed task.

Declass Review by NIMA/DOD



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f. If or when a color control cell becomes available, the workload on APSD should be significantly increased if it is incorporated in the technical evaluation of mission material. The development of the cell may require the assistance of [] personnel, if so, the time involved probably will be minimal.

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3. If one were to award a contract on the contents of the two proposals without regards to the cost or to prior knowledge of the companies involved, it appears that the [] would get the contract. They are much more explicit in what they will do and how it will be accomplished; they seem to have a better understanding as to the purpose of the cell and the need for flexibility; and, they will be completely unbiased in that neither their equipment nor their products will be evaluated in the cell. On the other hand, [] is aware and more knowledgeable of what materials and what systems will be evaluated in the cell and consequently can better plan and make adaptations for these events.

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4. Regardless of the adopted proposal, substantial consideration should be allotted a single centralized cell capable of determining accurate color measurements (hue, chroma, etc.) from color materials and relating these measurements to specific ground colors. This cell would require sophisticated equipment and personnel who would work directly and conjunctively with the photo interpreters and analysts (as the quality/quantity of color exploitation increases, a close analogy of the function of the color cell might be the spatial orientation function of IEG/PHD). Additional detail regarding these considerations will be forwarded in the near future.

[]

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Chief
Image Evaluation Branch
APSD/TSSG/NPIC

Distribution:

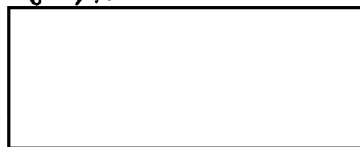
Orig - Addressee ✓
1 - NPIC/TSSG/APSD/IEB

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ROUTING SLIP

FROM <i>APSD / TSSG</i>	DATE <i>27 APR 70</i>	
TO	DATE	INITIALS
Chief		
Deputy Chief		
Executive Officer		
Secretary		
PPS		
FSD		
<i>(mark)</i>		
APSD		
X REF <i>atten:</i> 		
SC&PS		
<i>(mark)</i> SSD		

*Per your request -
Reference
(NR)C/TSSG/RED-111-70
dated 8 APR 70*



*Attached:
TSSG/APSD/16B-067/70*

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